

## Driver Rewards

**Problem:** Roads get choked with traffic during peak hours, but enticing commuters to use alternatives or choose different driving times, can be very difficult. If only there was a way to reward the behaviours we wanted.

**Solution:** Most Road-Use Charging programs contemplate only charges. With an in-car Time, Distance and Place (TDP) meter that also handles parking, several new opportunities become available, such as discounts, credits, loyalty programs, etc.

Skymeter allows a municipality to offer parking credits to motorists whose vehicles are parked during peak hours. Riders who reduce their burden on the road network would receive discounts to park in designated transit Park-and-Ride lots.



Fees per metered vehicle will depend on the number of parking lots serviced and frequency of the data feed. We bill the municipality monthly based on the data volumes. Memberships are anonymous to Skymeter. The municipality does not receive vehicle location information, but may audit our process.

**Benefits:** Commuters are rewarded for not driving during peak hours and are able to spend that reward when using public transit parking lots or potentially other municipal spots. Such commuters are thus encouraged to do two good things: avoid driving during peak hours and use public transit.